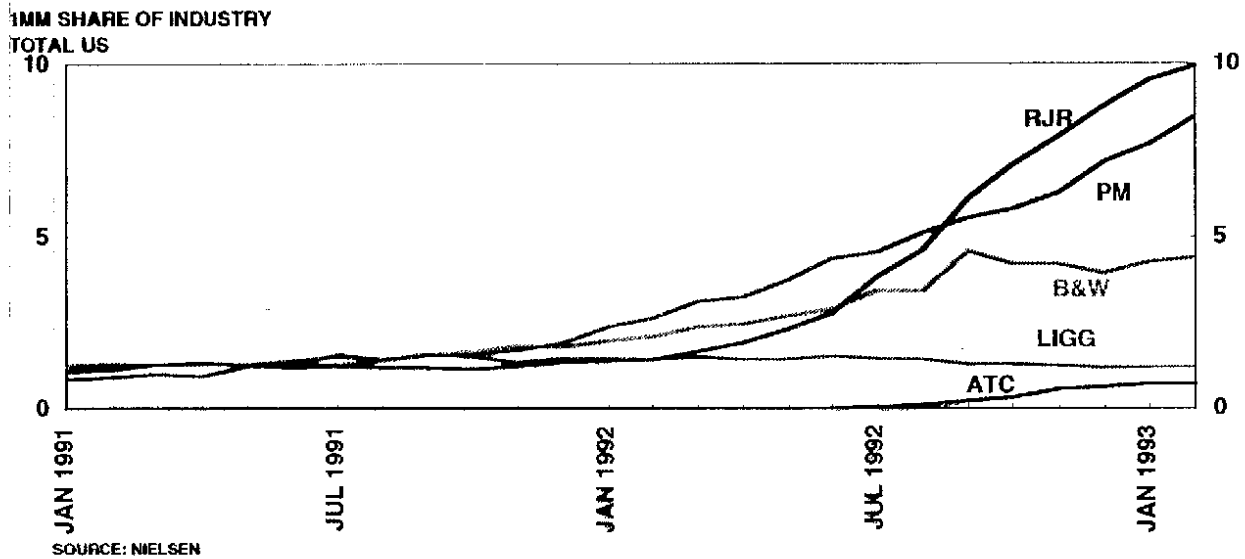
LARGELY BECAUSE OF BASIC, PM'S DEEP DISCOUNT SHARE INCREASED +2.7 POINTS SINCE OCTOBER. RJR'S INCREASE WAS SLIGHTLY GREATER (+2.9), AND RJR CONTINUES TO BE THE SEGMENT LEADER.



QDSTRAT Chart 1

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Source: https://www.industrydocuments.ucsf.edu/docs/mphm0004